



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, SEPTEMBER 23, 2014 AT 6:30 PM
City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- ☒ Mel Kirkland, Place Seven, Chair
☒ Robert Schoen, Place One, Secretary ☐ Wayne Brooks, Place Four
☒ Matthew Olguin, Place Two, Vice Chair ☐ Rick McLaughlin, Place Five
☒ Lisa Star, Place Three ☒ Troy Storm, Place Six

- A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN**
Chairman Kirkland called the meeting to order at 6:30 PM with five members present, Board Members McLaughlin and Brooks were absent.
- B. Board Members Opening Comments** *None*
- C. Citizen Communications** *None*
- D. Consider Approval Of Minutes Of The Tourism Board Meetings**
a) August 6, 2014 Special Called Meeting.
MOTION: Vice Chair Olguin made a motion to approve the minutes of the July 9, 2014 special called Tourism Advisory Board meeting as presented. Board Member Storm seconded the motion. The Motion passed 5-0 with Board Members McLaughlin and Brooks being absent.
- E. Consider Financial Report – Aaron Rector, Assistant Finance Director**
a) Quarterly Report On 2013-2014 Revenues, Expenditures And Fund Balance.
Aaron Rector, Assistant Finance Director provided The Board with the third quarterly report on expenditures and fund balance. He noted that occupancy tax collections are up approximately \$62,000, or 18%, and approximately \$37,000 higher than last year's third quarter. Occupancy rates overall are slightly down from last year's third quarter at 81% to 78%. He said rates have increased based on the difference in revenues versus occupancy. He said they anticipate some savings this fiscal year, but total expenditures will be approximately \$320,000. He noted that Fund balance is projected at \$1,134,319.

F. Discussion and Possible Action

- a) Consider Election Of Board Officers For 2014-2015.
 - i) Chairman
MOTION: Chair Kirkland made a motion to nominate Vice Chair Olguin as Chair of The Tourism Board. Board Member Star seconded the motion. The Motion passed 5-0 with Board Members McLaughlin and Brooks being absent
 - ii) Vice-Chairman
MOTION: Vice Chair Olguin made a motion to nominate Board Member Storm as Vice Chair of The Tourism Advisory Board. Chair Kirkland seconded the motion. The Motion passed 5-0 with Board Members McLaughlin and Brooks being absent
 - iii) Secretary
MOTION: Vice Chair Olguin made a motion to nominate Board Member Star as Secretary of The Tourism Advisory Board. Secretary Schoen seconded the motion. The Motion passed 5-0 with Board Members McLaughlin and Brooks being absent
- b) Consider Board Designations Of Sub-Committee Members.
 - i) Hotel and Lodging Industry.
 - ii) Marketing and Advertising
 - iii) Applications, Procedures and Guidelines.
 - iv) Historic Preservation
MOTION: Chair Kirkland made a motion to assign board members to the following subcommittees, Kirkland and Storm, Marketing and Advertising. McLaughlin and Brooks, Hotel and Lodging Industry. Schoen and Star, Funding Applications, Procedures, and Guidelines. Kirkland, Star, and Brooks, Historic Preservation. Tourism Advisory Board meeting as presented. Secretary Schoen seconded the motion. The Motion passed 5-0 with Board Members McLaughlin and Brooks being absent

G. Staff Reports - Discussion Only

Update On Sporting Events-Duane Smith

- a) Report On August, 2014 Rouse HS Volleyball Tournament.
Duane Smith, Community Development and Tourism Manager noted that the tournament continues to be the second largest high school girls' volleyball tournament in the state. 48 teams are registered for this year's tournament; he advised that the economic impact of the tournament has been highly successful each year. Over 1200 players and coaches participated with a total of more than 1000 parents and fans attended the three day event. Approximately seventeen out of area teams reported booked 221 room nights over the course of the extended Labor Day weekend. In addition it was noted that at least 73 out of town parents attended the tournament as well as accounting for an additional 182 room nights, mostly in Cedar Park hotels. In addition to hotel accommodations, teams and parents took advantage of Cedar Park hospitality by attending movies, dining at local restaurants, and shopping at Cedar Park retail outlets.

Update On Marketing and Promotions-Katie Krampitz

- b) Report On Texas Association Of Convention And Visitors Bureau Conference.
- c) Update On History Web Site Conversion.
- d) Update On October Events and Activities.
- e) Update On Promotional Opportunities.
- f) Update On 2013-2014 Marketing Activities.

Katie Krampitz, Tourism Services Manager, provided The Board with an overview of past advertisements, campaigns, website statistics, leads, and association and membership announcements and activities. She provided Austin Aces advertisements, Tour Texas


banners, Texas Highways, Chamber Map, Dallas Stars program, Texas Stars program, AAA Tour Texas, August and September Social Media banners. She provided website statistics for the past few months and noted that website traffic has increased approximately 1,500 visitors compared to this time last year. She also noted that website visits, page views, referrers, and top search words are consistently similar month to month. Website visits are approximately 7,000 per month and page views are approximately 17,000. She presented upcoming advertising, concepts and projects, as well as the new Visitor Guide. The Visitor Guide was distributed to all twelve Texas Travel Information Centers, local hotels, The Austin Steam Train Association, The Austin Convention and Visitors Bureau, as well as visitors requesting information. She noted that the guide will be reprinted soon due to demand. She provided a breakdown of advertisements that provide leads, TourTexas.com, Discover Texas, Texas Hill Country Trail Co-op, See Texas First Fall campaign, and GoTexas.net. She notified The Board of four awards The Tourism Department received at the annual Texas Association of Convention and Visitors Bureaus conference. The Department entered three of the nine categories and received two awards within the budget category of \$350,000-\$999,000. The two awards were received for Tourism Promotion and Website. The Department also won People's Choice overall in which they competed against all forty-eight convention and visitors bureaus, across all nine categories and budgets from \$0-\$1 million plus. The Department also won Judges Choice, Advertising in which they competed against all ten convention and visitors bureaus and budgets from \$0-\$1 million plus. The Budget Category and People's Choice awards were determined by the voting members of the TACVB membership. The Judges Choice award was determined by an anonymous group of industry experts. She will be attending the annual Texas Travel Industry Association Conference, as well as continuing to work on the historical preservation project. She also noted that The Department produced a tourism map which has been distributed to local hotels and The Austin Steam Train Association.

- H. **Consider Excused Absences From Tourism Advisory Board Meetings (None)**
- I. **Staff Closing Comments** *None*
- J. **Board Members Closing Comments** *Vice Chair Olguin thanked Chair Kirkland for his time and service.*
- K. **Request For Future Agenda Items** *None*

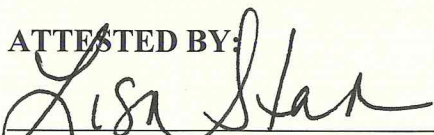
Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, October 28, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four

- L. **Adjournment** *Chairman Kirkland adjourned the meeting at 7:17pm.*

PASSED AND APPROVED THIS 25th DAY OF NOVEMBER 2014



MATTHEW OLGUIN, Chair

ATTESTED BY:


LISA STAR, Secretary